

**DEADLINE TO REGISTER FOR THIS
CONFERENCE IS:
AUGUST 28, 2009**

OBJECTIVES:

By end of session participants will be able to:

DAY TIME SESSION

- Recognize model hospital breastfeeding policies and state five specific maternity care practices that significantly extend breastfeeding duration.
- Identify newborns at risk for inadequate breastfeeding including late preterm and jaundiced infants.
- Offer breastfeeding women specific strategies to establish and maintain a plentiful milk supply throughout the first year.
- Prevent, recognize, and manage common breastfeeding problems that lead to early weaning.
- Adopt stress reduction strategies to increase productivity, rank priorities and improve client counseling concerning life balance changes to accommodate breastfeeding.

EVENING SESSION

- Understand the national breastfeeding targets and Missouri's rates and trends.
- Recognize model hospital breastfeeding policies and their potential use in Missouri.
- Understand the latest evidence-based medicine literature about breastfeeding.
- Access accurate information about the compatibility of breastfeeding and maternal medications or infectious diseases.
- Recommend strategies to maximize maternal milk production and infant breastmilk intake for at-risk newborns.
- Discuss the common causes and treatment for breast and nipple discomfort in lactating women as well as timely interventions for early breastfeeding difficulties.

SPEAKERS

• Marianne Neifert, M.D., F.A.A.P., also known as Dr. Mom, is a nationally recognized expert in lactation management as well as Co-founder and Medical Consultant to The Lactation Program in Denver, a non-profit community breastfeeding center established in 1985. Dr. Neifert is a Clinical Professor of Pediatrics at the University of Colorado-Denver School of Medicine, a founding member of the Academy of Breastfeeding Medicine; a co-founder of the Denver Mothers Milk Bank and the Human Milk Banking Association of North America, a member of the American Academy of Pediatrics (AAP) Section on Breastfeeding and a member of the Health Advisory Council of La Leche League,

• Dr. Thomas W. Tryon, M.D., F.A.A.P., a staunch supporter of breastfeeding, serves as Medical Director of Northland Urgent Care Center-Children's Mercy Hospital and Clinics. He is Assistant Professor of Pediatrics at the University of Missouri-Kansas City School of Medicine as well as President of the Missouri Chapter of the American Academy of Pediatrics and Chapter Breastfeeding Coordinator.

For more information please contact
Mary Lou Shane at:
660.827.4599
shanem@lpha.mopublic.org

**WORKING
TOGETHER
TO PROMOTE
BREASTFEEDING
SUCCESS
CONFERENCE**



**Thursday
September 17, 2009
Thompson Conference Center
State Fair Community College
3201 W. 16th Street
Sedalia, MO 65301**

**Sponsored by:
Pettis County Health Center
WIC Program**

Target Audience

Daytime

Nurses, Lactation Consultants, Dietitians, Nutritionists, Physicians, Midwives, Nurse Practitioners, Doulas and others who work with breastfeeding mothers and infants.

Evening

Limited seating will be available for evening portion of session. The target audience for the evening is: Physicians, Midwives, Nurse Practitioners, Hospital and Physician Office Nursing Staff.

Continuing Education:

This continuing nursing education activity has been submitted for approval to the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

CERPS have been applied for through the International Board of Lactation Consultant Examiners (IBCLE).

CPEs have been applied for through CDR, the Credentialing agency for the American Dietetics Association.

Missouri WIC is also qualifying this conference for continuing Nutrition Education for WIC Nutritionists.

Thursday, September 17th

Daytime Session

"A Day With Dr. Mom"

Marianne Neifert, M.D., F.A.A.P.

8:30 — 9:00am	Registration
9:00 — 9:15am	Welcome and Introduction
9:15 — 10:30am	The Successful Initiation of Breastfeeding
10:30 — 10:45am	Break
10:45 — 12:00pm	Extending the Duration of Breastfeeding
12:00 — 1:00pm	Lunch On Your Own
1:00 — 2:15pm	Troubleshooting Breastfeeding Problems
2:15 — 2:30pm	Break
2:30 — 3:30pm	Improving the Quality of Your Journey
3:30 — 3:45pm	Closing and Evaluations

Evening Session

5:30 - 5:45pm	Welcome/Introductions/Dinner
5:45 - 6:45pm	"Breastfeeding in Missouri: Show Me the Way" Thomas W. Tryon, M.D., FAAP
6:45 - 7:45pm	"Troubleshooting Common Breastfeeding Problems" Marianne R. Neifert, M.D., FAAP
7:45 - 8:00pm	Evaluations and Closing

Meal will be provided at evening session.

Registration

Please complete the information below and mail, fax or e-mail by August 28, 2009.

Name: _____

Occupation/Title: _____

Employer: _____

Email: _____

Address: _____

City: _____

State: _____ Zip Code: _____

I will be attending:

Daytime Session Only _____

Evening Session Only _____

Both Sessions _____

Please send Registration Form to:

Attn: Mary Lou Shane
Breastfeeding Conference
Pettis County Health Center
911 East 16th Street
Sedalia, MO 65301
Fax: 660.827.1141
Email: shanem@lpha.mopublic.org

Seating is limited.
Acceptance of registration is based on seating availability.

A confirmation will be sent to you.